

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY CARACAS PRIORITY

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E.O. 11652: N/A

TAGS: BEXP, VE

SUBJECT: VENEZUELA SATURATION MARKETING CAMPAIGN

REF: BREWER/SWETT TELCON JULY 13

1. AS DISCUSSED IN REFTELCON USDOC HAS APPROVED THE TWO PRONG MARKET PROMOTION CAMPAIGN AND DOMESTIC PUBLICITY CAMPAIGN FOR THE QUOTE SELL TO VENEZUELA UNQUOTE CAMPAIGN. THE POST MAY PROCEED WITH APPROPRIATE LOCAL PUBLICITY. IT IS SUGGESTED THAT THE PUBLICITY CAMPAIGNS BE SIMILAR IN CONTENT, I.E. THE SURVEY AND THE SEVEN EXHIBITIONS BE ADVERTISED AS A PACKAGE PROMOTION. OBVIOUSLY LOCAL COMPANIES SHOULD BE INVITED TO PRE-REGISTER FOR THE SEVEN EXHIBITIONS.

2. THE FOLLOWING EXHIBITION SCHEDULE HAS BEEN APPROVED:

--APRIL 1977 PROCESS CONTROL INSTRUMENTATION

--AUGUST 1977 METALWORKING MACHINERY

--SEPTEMBER 1977 TELECOMMUNICATIONS, BROADCASTING AND TV

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--MARCH 1978 ENERGY SYSTEMS

--JUNE 1978 PRINTING AND GRAPHIC ARTS

--SEPTEMBER 1978 PLASTICS PRODUCTION EQUIPMENT

3. IF FY 1978 BUDGET ALLOWS AN ADDITIONAL EVENT, USDOC WOULD ADD CONSUMER PRODUCTS (LEISURE WORLD) IN NOVEMBER 1977.

4. FOLLOWING ARE KEY ELEMENTS IN DOMESTIC MARKET PROMOTION CAMPAIGN: (1) JULY 19 COMMERCE AMERICA TWO PAGE FEATURE ARTICLE WITH ADD FOR SURVEY ON BACK COVER. (2) JULY 19 PRESS RELEASE. (3) JULY 19-AUGUST 2 BRIEFING AT 22 COMMERCE DISTRICT OFFICES FOR KEY REPRESENTATIVES OF SUCH MULTIPLIER ORGANIZATIONS AS BANKS, REGIONAL EXPORT EXPANSION COUNCILS, TRADE CLUBS, ETC. (4) MASS MAILING 15,000 END USER OF TWO FLYERS ADVERTISING SURVEY AND EXHIBITIONS UNDER COVER LETTER OF INVITATION TO PARTICIPATE IN SELL IN VENEZUELA PROMOTION. (5) AUGUST. SPECIALIZED MAILING TO SELECTED MULTIPLIERS, PERIODICALS, TRADE ASSOCIATIONS, ETC OF INFO LIST INCLUDING FLYERS REQUESTING PUBLICITY OF NEW PROGRAM. (6) SEPTEMBER/OCTOBER. TEN SELL IN VENEZUELA SEMINARS TENTATIVELY SCHEDULED IN COMMERCE DISTRICT OFFICES AND AT AMERICAN MANAGEMENT ASSOCIATION SEMINAR ON ANDEAN COMMON MARKET.

5. USDOC IS ALSO LOOKING INTO THE POSSIBILITY OF AN OFFICIAL PRESENTATION OF THE SURVEY BY SECRETARY RICHARDSON TO THE VENEZUELAN AMBASSADOR.

6. AS DISCUSSED, THE PETROCHEMICAL MARKET RESEARCH CURRENTLY DUE OCTOBER 30, 1976 WOULD BE EXTREMELY USEFUL IS RECEIVED THIRTY DAYS EARLY TO SUPPORT PROCUREMENT FOR THE APRIL PROCESS CONTROL EXHIBITION. IN THE EVENT THE WHOLE STUDY IS NOT AVAILABLE, A SUMMARY OF MARKET SIZE, BEST SALES PROSPECTS, AND PRINCIPAL END USERS WOULD BE USEFUL IN EARLY PROCUREMENT STAGES. HABIB

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